

The TV Column

STAT

By John Carmody Captain Airwaves

Will be back after these messages

Including the word from NBC that it has signed retired Adm. Stansfield Turner, CIA director under President Carter, as military analyst for the network . . .

Turner has made numerous appearances on NBC in the past six weeks and the signing was not unexpected . . .

No details of his contract were available, beyond the fact it is "open-ended" . . .

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This week's TV Guide takes out after a Jan. 23 "CBS Reports" documentary that had charged that Gen. William Westmoreland led a conspiracy to underestimate enemy forces in Vietnam . . .

The article, "Anatomy of a Smear," examines "The Uncounted Enemy: A Vietnam Deception" and says that "the inaccuracies, distortions and violations of journalistic standards . . . suggest that television news 'safeguards' for fairness and accuracy need tightening, if not wholesale revision" . . .

Yesterday, CBS News issued a two-sentence response, to wit, "The TV Guide article raises serious questions that are being reviewed by CBS. Because of the length of the article and the complexity of the subject matter, it would be inappropriate to respond at this time" . . .

The 30-minute documentary interviewed military and government officials involved in the Vietnam war before the 1968 Tet offensive and concluded that U.S. military intelligence forces under Westmoreland systematically underreported the strength of the Viet Cong rebels to make it appear the United States was winning a war of attrition . . .

Three days after the telecast, Westmoreland and Lt. Gen. Daniel Graham held a news conference here to denounce the program and demand an apology from CBS, which they never got . . .

The magazine concluded that the documentary was "misshapen by personal bias and poor supervision" . . .

"It seems clear from his actions that [producer] George Crile began work on the documentary already so firmly convinced of the conspiracy theory that he leaned far too heavily on the expertise of Sam Adams" . . .

Adams, who was hired by CBS for \$25,000 and interviewed on the program by Mike Wallace, is identified as a Central Intelligence Agency analyst . . .

TV Guide charges CBS paid consultant Adams "without adequately investigating his 14-year quest to prove the program's conspiracy theory" . . .

The article said yesterday that Adams now feels that Westmoreland was "acting as a go-between rather

than an instigator" . . .

Said TV Guide: "We do not know whether Crile and his colleagues were right about Gen. Westmoreland and his military-intelligence operation. We can say, however, that 'The

Uncounted Enemy' was often arbitrary and unfair" . . .

The article also alleged that Adams was coached before his interview; that an interview with Westmoreland was edited to exclude many of the general's explanations and appeared to present him in the worst possible light; and that a correction Westmoreland sent the network after the interview was never included in the documentary . . .